

Naples Area Market Report



August 2020

Closed sales activity in the Naples area housing market maintained steady momentum through August with a 35.2 percent increase in overall closed sales to 1,098 closed sales from 812 in August 2019. According to the August 2020 Market Report released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), homebuying activity in Naples during the last three months exceeded activity reported in the first three months of 2020, more typically known as our peak resident season. Broker analysts reviewing the report predict this momentum, driven from more closed sales, more new pending sales, and more new listings compared to a year ago, will set the Naples area housing market up for continued positive performance into the fall months.

The market report showed August had the highest month-over-month increase in pending sales compared to any other month reported in 2020, with a 70.4 percent increase to 1,479 pending sales from 868 pending sales in August 2019. Not surprising, homebuyers seeking single-family homes continued to tilt the scales in August as the report showed a 76.4 percent increase for this home category, while pending sales of condominiums increased 63.9 percent.

In comparison, this summer's closed sales have eclipsed our peak season's closed sales as there were a combined 3,133 closed sales reported during June, July and August compared to a combined 2,659 closed sales reported in January, February and March.

August's inventory decreased 29.1 percent to 4,174 properties from 5,887 properties in August 2019. However, despite the month-over-month drop in inventory during August, there were more new listings added over the summer months than new listings added during the peak season months. Broker analysts were quick to point out that some of the new listings added during the summer were likely listings that had been pulled off the market during the Great Lockdown, which occurred in April and May.

Overall median closed prices in August increased 26.7 percent to \$399,000 from \$315,000 in August 2019. Single-family home median prices increased 15.7 percent to \$457,000 from \$395,000 in August 2019, and condominium median closed prices increased 18.4 percent in August to \$290,000 from \$245,000 in August 2019. However, keep in mind that the median closed price is a figure that is "in the middle," as half of homes listed are above this price and exactly half are below this price. Broker analysts reviewing the report were quick to point out that one sale of a high-worth property (e.g., \$2 million+) during a given month can greatly influence this figure, and that it doesn't mean all home prices increased. As such, when evaluating pricing trends, brokers prefer to use the 12-month ending median closed price statistics. For the 12-months ending August 2020, the median closed price increased 5.4 percent. Interestingly, using this metric, the August report showed median closed prices for homes between \$300,000 and \$2 million have actually decreased.

Geographically, closed sales of properties in the Naples Beach area (34102, 34103, 34108) during August increased 84.4 percent and saw an 82 percent increase in median closed price; the South Naples area (34112, 34113) reported the most new listings in August, with a 32.7 percent increase; and the East Naples area (34114, 34117, 34120, 34137) reported the biggest drop in months of inventory to 2.9 months of inventory in August from 6.4 months of inventory in August 2019.

Quick Facts

+ 35.2%

Change in
Total Sales
All Properties

+ 18.0%

Price Range With the
Strongest Sales:
\$2,000,001 and Above

+ 26.7%

Change in
Median Closed Price
All Properties

+ 14.1%

Bedroom Count With
Strongest Sales:
4 Bedrooms or More

- 29.1%

Change in
Homes for Sale
All Properties

+ 9.9%

Property Type With
Strongest Sales:
Single Family

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Overall Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year.



Key Metrics	Historical Sparkbars	8-2019	8-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		1,001	1,246	+ 24.5%	10,514	10,371	- 1.4%
Closed Sales		812	1,098	+ 35.2%	7,144	7,338	+ 2.7%
Days on Market Until Sale		102	96	- 5.9%	103	95	- 7.8%
Median Closed Price		\$315,000	\$399,000	+ 26.7%	\$333,000	\$359,900	+ 8.1%
Average Closed Price		\$509,834	\$734,827	+ 44.1%	\$615,889	\$662,511	+ 7.6%
Percent of Current List Price Received		95.6%	96.3%	+ 0.7%	95.4%	95.7%	+ 0.3%
Pending Listings		868	1,479	+ 70.4%	8,906	10,036	+ 12.7%
Inventory of Homes for Sale		5,887	4,174	- 29.1%	—	—	—
Months Supply of Inventory		7.2	4.8	- 33.3%	—	—	—

Single Family Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Single Family properties only.



Key Metrics	Historical Sparkbars	8-201	8-202	% Change	YTD 2019	YTD 2020	% Change
New Listings		524	583	+ 11.3%	5,338	5,103	- 4.4%
Closed Sales		421	583	+ 38.5%	3,560	3,815	+ 7.2%
Days on Market Until Sale		95	97	+ 2.1%	102	96	- 5.9%
Median Closed Price		\$395,000	\$457,000	+ 15.7%	\$410,000	\$446,250	+ 8.8%
Average Closed Price		\$638,117	\$773,424	+ 21.2%	\$780,116	\$820,297	+ 5.2%
Percent of Current List Price Received		95.9%	96.5%	+ 0.6%	95.8%	96.0%	+ 0.2%
Pending Listings		449	792	+ 76.4%	4,438	5,383	+ 21.3%
Inventory of Homes for Sale		3,041	1,784	- 41.3%	—	—	—
Months Supply of Inventory		7.4	3.9	- 47.3%	—	—	—

Condo Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Condo properties only.



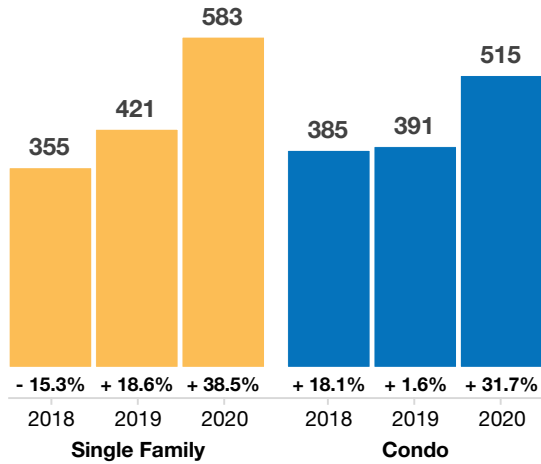
Key Metrics	Historical Sparkbars	8-201	8-202	% Change	YTD 2019	YTD 2020	% Change
New Listings		477	663	+ 39.0%	5,176	5,268	+ 1.8%
Closed Sales		391	515	+ 31.7%	3,584	3,523	- 1.7%
Days on Market Until Sale		109	95	- 12.8%	103	94	- 8.7%
Median Closed Price		\$245,000	\$290,000	+ 18.4%	\$263,000	\$275,000	+ 4.6%
Average Closed Price		\$371,708	\$691,134	+ 85.9%	\$452,806	\$491,639	+ 8.6%
Percent of Current List Price Received		95.3%	96.1%	+ 0.8%	95.1%	95.4%	+ 0.3%
Pending Listings		419	687	+ 63.9%	4,372	4,881	+ 11.6%
Inventory of Homes for Sale		2,846	2,390	- 16.0%	—	—	—
Months Supply of Inventory		7.0	5.7	- 18.6%	—	—	—

Overall Closed Sales

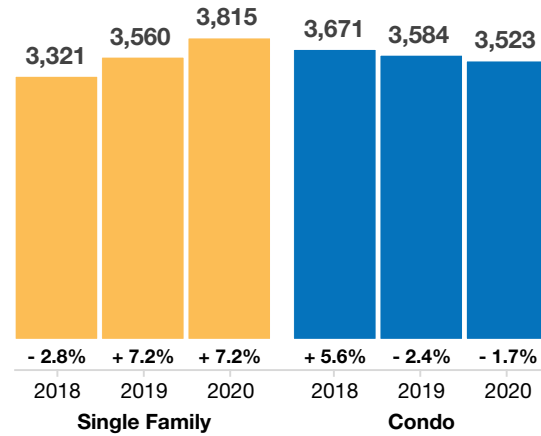
A count of the actual sales that closed in a given month.



August

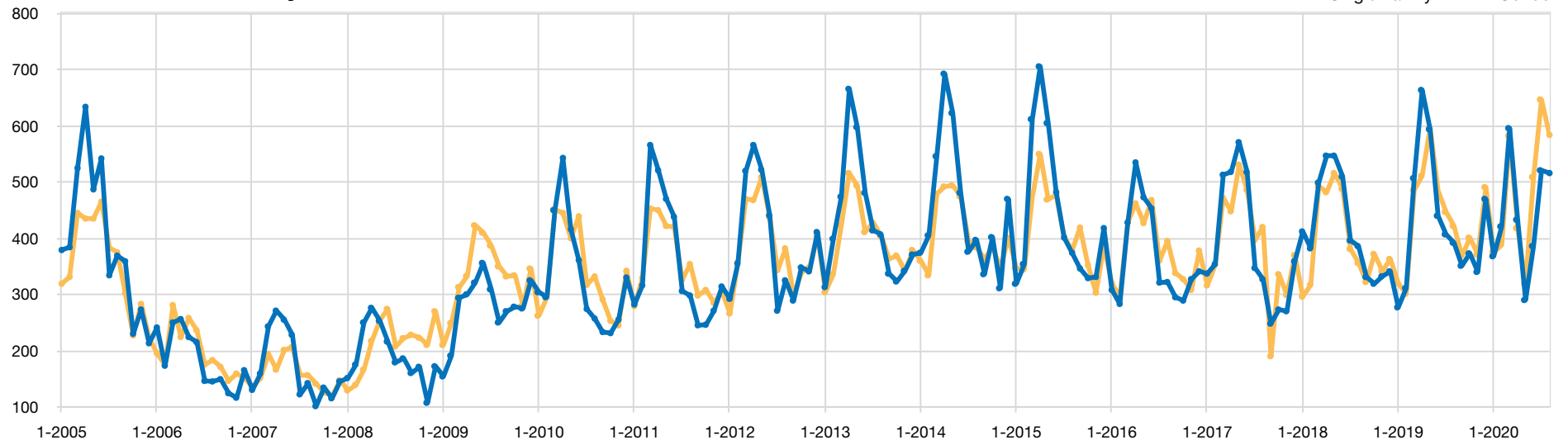


Year-to-Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	367	+ 14.3%	350	+ 6.1%
Oct-2019	400	+ 7.8%	372	+ 17.0%
Nov-2019	370	+ 8.8%	339	+ 2.4%
Dec-2019	490	+ 35.4%	469	+ 37.9%
Jan-2020	374	+ 17.2%	367	+ 33.0%
Feb-2020	387	+ 29.0%	420	+ 35.5%
Mar-2020	582	+ 20.0%	595	+ 17.6%
Apr-2020	417	- 18.2%	432	- 34.8%
May-2020	318	- 46.6%	289	- 51.3%
Jun-2020	508	+ 5.0%	385	- 12.3%
Jul-2020	646	+ 44.8%	520	+ 28.1%
Aug-2020	583	+ 38.5%	515	+ 31.7%
12-Month Avg	454	+ 9.9%	421	+ 2.9%

Overall Closed Sales by Month



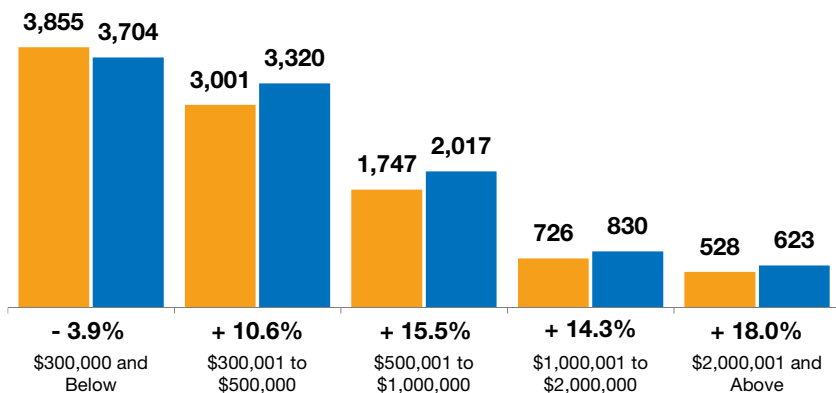
Overall Closed Sales by Price Range

A count of the actual sales that closed in a given month. Based on a rolling 12-month total.



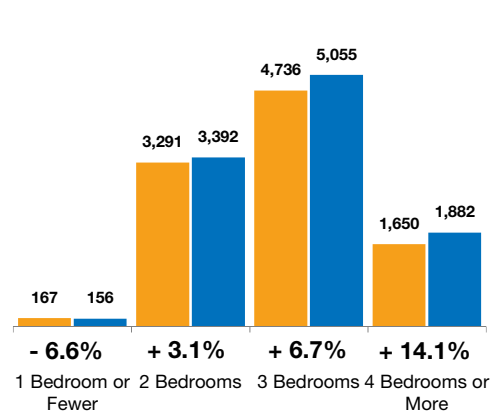
By Price Range

8-2019 8-2020



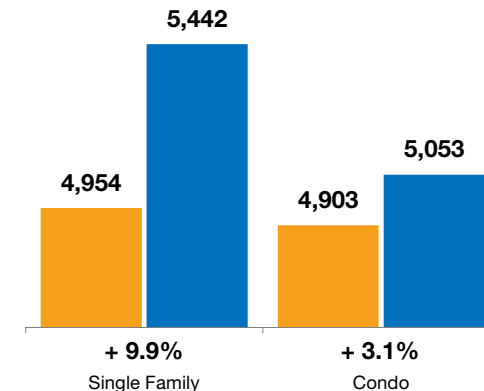
By Bedroom Count

8-2019 8-2020



By Property Type

8-2019 8-2020



All Properties

By Price Range

	8-2019	8-2020	Change
\$300,000 and Below	3,855	3,704	- 3.9%
\$300,001 to \$500,000	3,001	3,320	+ 10.6%
\$500,001 to \$1,000,000	1,747	2,017	+ 15.5%
\$1,000,001 to \$2,000,000	726	830	+ 14.3%
\$2,000,001 and Above	528	623	+ 18.0%
All Price Ranges	9,857	10,495	+ 6.5%

Single Family

	8-2019	8-2020	Change
1 Bedroom or Fewer	1,092	944	- 13.6%
2 Bedrooms	1,876	2,129	+ 13.5%
3 Bedrooms	1,187	1,419	+ 19.5%
4 Bedrooms or More	427	513	+ 20.1%
All Single Family	4,954	5,442	+ 9.9%

Condo

	8-2019	8-2020	Change
1 Bedroom or Fewer	2763	2760	- 0.1%
2 Bedrooms	1125	1191	+ 5.9%
3 Bedrooms	560	598	+ 6.8%
4 Bedrooms or More	299	317	+ 6.0%
All Condo	4,903	5,053	+ 3.1%

By Bedroom Count

	8-2019	8-2020	Change
1 Bedroom or Fewer	167	156	- 6.6%
2 Bedrooms	3,291	3,392	+ 3.1%
3 Bedrooms	4,736	5,055	+ 6.7%
4 Bedrooms or More	1,650	1,882	+ 14.1%
All Bedroom Counts	9,857	10,495	+ 6.5%

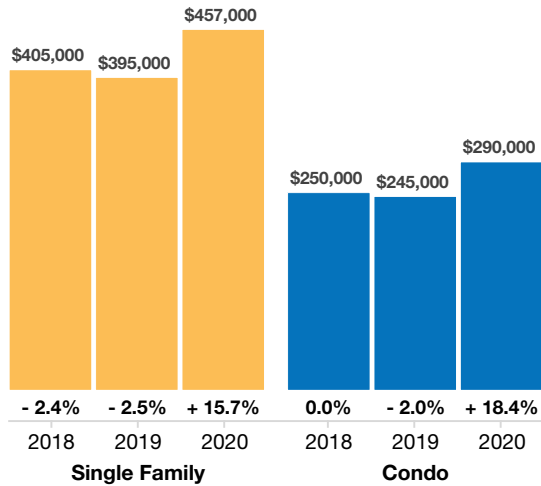
	8-2019	8-2020	Change
1 Bedroom or Fewer	23	22	- 4.3%
2 Bedrooms	493	485	- 1.6%
3 Bedrooms	2,889	3,176	+ 9.9%
4 Bedrooms or More	1,547	1,758	+ 13.6%
All Single Family	4,954	5,442	+ 9.9%

Overall Median Closed Price

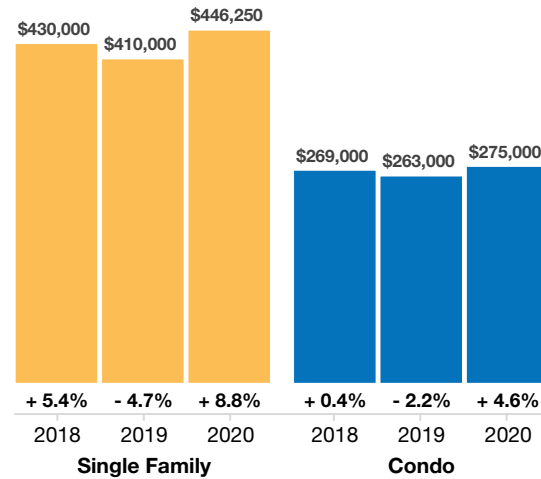
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



August



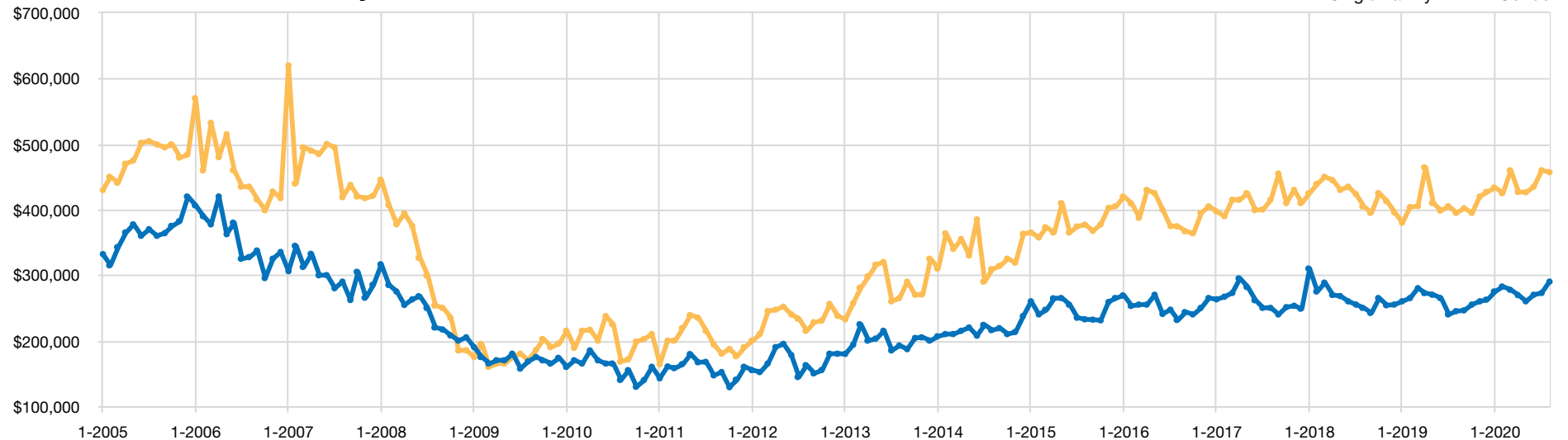
Year-to-Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	\$402,000	+ 1.8%	\$246,195	+ 1.6%
Oct-2019	\$395,000	- 7.1%	\$255,000	- 3.8%
Nov-2019	\$420,000	+ 1.7%	\$260,000	+ 2.4%
Dec-2019	\$427,000	+ 7.9%	\$262,500	+ 2.9%
Jan-2020	\$433,500	+ 14.1%	\$275,000	+ 5.8%
Feb-2020	\$425,000	+ 5.3%	\$282,500	+ 6.6%
Mar-2020	\$460,000	+ 13.4%	\$277,715	- 0.8%
Apr-2020	\$427,000	- 8.1%	\$269,500	- 1.1%
May-2020	\$426,518	+ 4.0%	\$260,000	- 3.7%
Jun-2020	\$435,000	+ 9.2%	\$270,000	+ 1.9%
Jul-2020	\$460,000	+ 13.6%	\$272,750	+ 13.6%
Aug-2020	\$457,000	+ 15.7%	\$290,000	+ 18.4%
12-Month Avg*	\$435,000	+ 6.1%	\$269,135	+ 3.5%

* Median Closed Price for all properties from September 2019 through August 2020. This is not the average of the individual figures above.

Overall Median Closed Price by Month

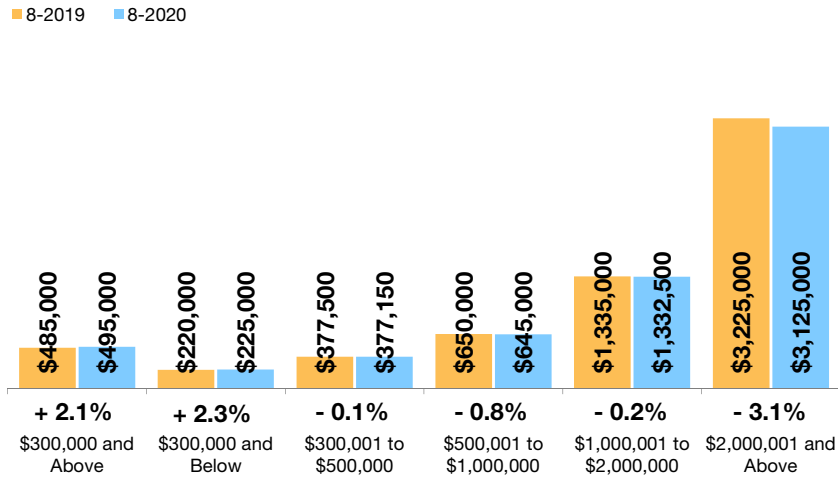


Overall Median Closed Price by Price Range

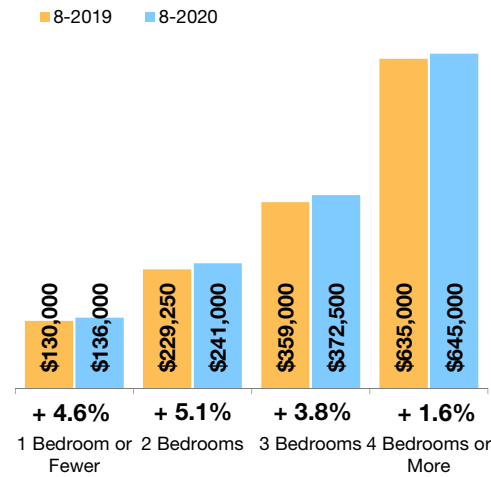


Median price point for all closed sales, not accounting for seller concessions. Based on a rolling 12-month median.

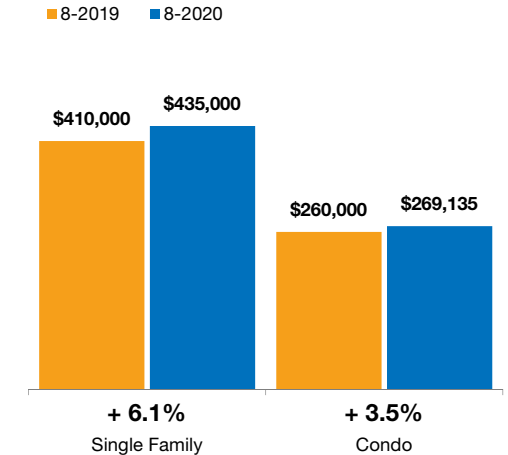
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	8-2019	8-2020	Change
\$300,000 and Above	\$485,000	\$495,000	+ 2.1%
\$300,000 and Below	\$220,000	\$225,000	+ 2.3%
\$300,001 to \$500,000	\$377,500	\$377,150	- 0.1%
\$500,001 to \$1,000,000	\$650,000	\$645,000	- 0.8%
\$1,000,001 to \$2,000,000	\$1,335,000	\$1,332,500	- 0.2%
\$2,000,001 and Above	\$3,225,000	\$3,125,000	- 3.1%
All Price Ranges	\$332,000	\$350,000	+ 5.4%

Single Family

8-2019	8-2020	Change
\$488,000	\$498,000	+ 2.0%
\$260,000	\$268,000	+ 3.1%
\$385,000	\$386,750	+ 0.5%
\$646,577	\$639,000	- 1.2%
\$1,350,000	\$1,325,000	- 1.9%
\$3,350,000	\$3,325,000	- 0.7%
\$410,000	\$435,000	+ 6.1%

Condo

8-2019	8-2020	Change
\$475,000	\$489,500	+ 3.1%
\$200,000	\$210,000	+ 5.0%
\$365,000	\$360,000	- 1.4%
\$660,000	\$673,500	+ 2.0%
\$1,321,250	\$1,350,000	+ 2.2%
\$2,878,750	\$2,570,000	- 10.7%
\$260,000	\$269,135	+ 3.5%

By Bedroom Count

By Bedroom Count	8-2019	8-2020	Change
1 Bedroom or Fewer	\$130,000	\$136,000	+ 4.6%
2 Bedrooms	\$229,250	\$241,000	+ 5.1%
3 Bedrooms	\$359,000	\$372,500	+ 3.8%
4 Bedrooms or More	\$635,000	\$645,000	+ 1.6%
All Bedroom Counts	\$332,000	\$350,000	+ 5.4%

8-2019	8-2020	Change
\$84,500	\$94,000	+ 11.2%
\$277,500	\$299,900	+ 8.1%
\$375,000	\$400,000	+ 6.7%
\$630,000	\$625,000	- 0.8%
\$410,000	\$435,000	+ 6.1%

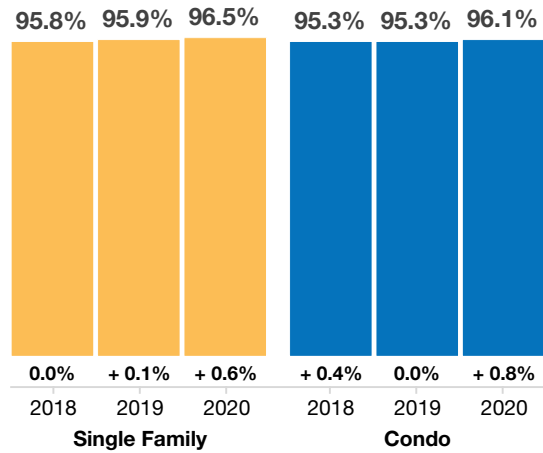
8-2019	8-2020	Change
\$134,500	\$145,000	+ 7.8%
\$220,000	\$230,000	+ 4.5%
\$325,000	\$320,000	- 1.5%
\$1,175,000	\$2,125,000	+ 80.9%
\$260,000	\$269,135	+ 3.5%

Overall Percent of Current List Price Received

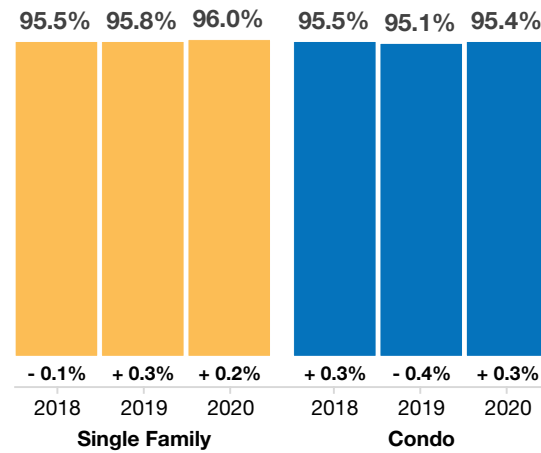
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



August



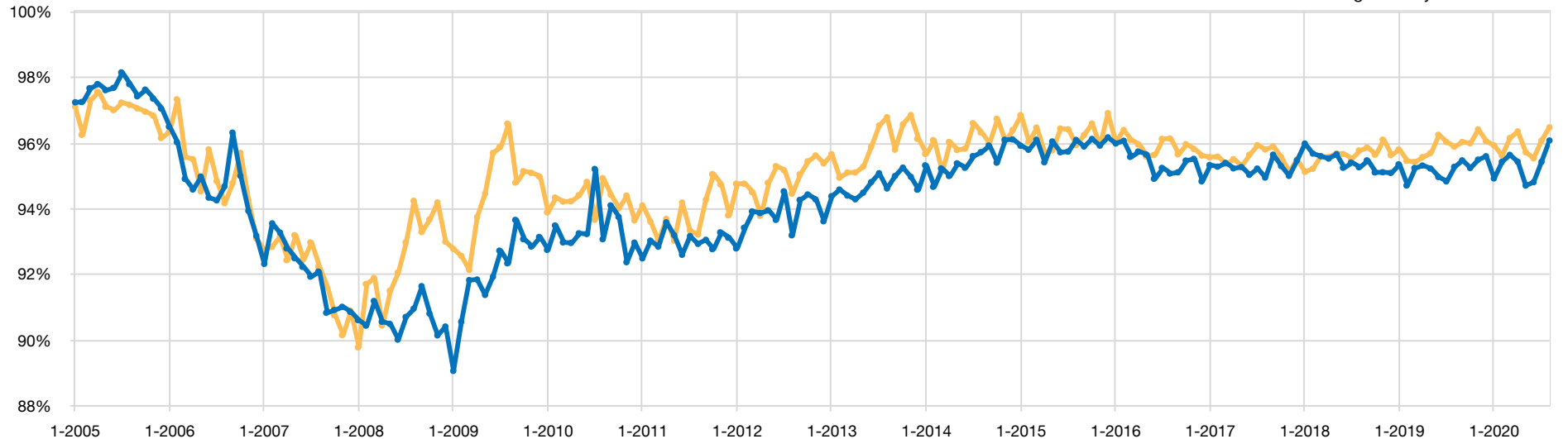
Year-to-Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	96.0%	+ 0.2%	95.5%	0.0%
Oct-2019	96.0%	+ 0.4%	95.2%	+ 0.1%
Nov-2019	96.4%	+ 0.3%	95.5%	+ 0.4%
Dec-2019	96.0%	+ 0.4%	95.6%	+ 0.5%
Jan-2020	95.9%	+ 0.1%	94.9%	- 0.4%
Feb-2020	95.6%	+ 0.2%	95.4%	+ 0.7%
Mar-2020	96.1%	+ 0.7%	95.6%	+ 0.4%
Apr-2020	96.3%	+ 0.7%	95.4%	+ 0.1%
May-2020	95.7%	0.0%	94.7%	- 0.5%
Jun-2020	95.5%	- 0.7%	94.8%	- 0.2%
Jul-2020	96.1%	+ 0.1%	95.4%	+ 0.6%
Aug-2020	96.5%	+ 0.6%	96.1%	+ 0.8%
12-Month Avg*	96.0%	+ 0.3%	95.4%	+ 0.3%

* Pct. of List Price Received for all properties from September 2019 through August 2020. This is not the average of the individual figures above.

Overall Percent of Current List Price Received by Month



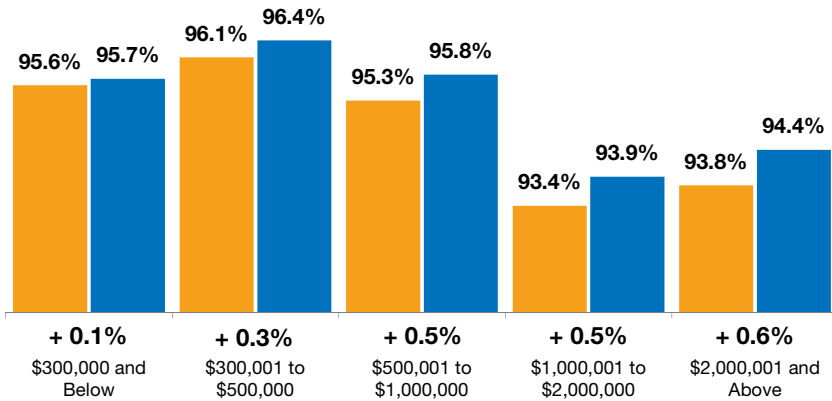
Overall Percent of List Price Received by Price Range

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold, not accounting for seller concessions. Based on a rolling 12-month average.



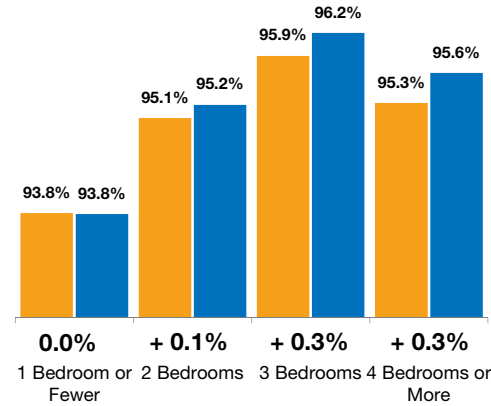
By Price Range

8-2019 8-2020



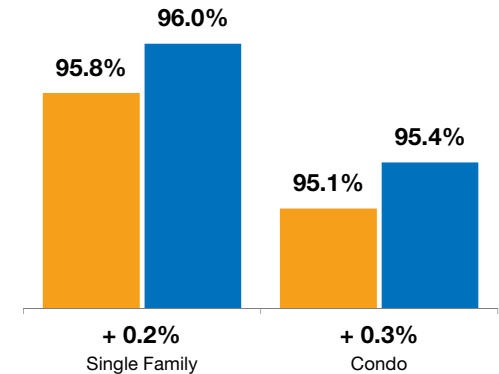
By Bedroom Count

8-2019 8-2020



By Property Type

8-2019 8-2020



All Properties

By Price Range	8-2019	8-2020	Change
\$300,000 and Below	95.6%	95.7%	+ 0.1%
\$300,001 to \$500,000	96.1%	96.4%	+ 0.3%
\$500,001 to \$1,000,000	95.3%	95.8%	+ 0.5%
\$1,000,001 to \$2,000,000	93.4%	93.9%	+ 0.5%
\$2,000,001 and Above	93.8%	94.4%	+ 0.6%
All Price Ranges	95.5%	95.7%	+ 0.2%

Single Family

8-2019	8-2020	Change	8-2019	8-2020	Change
96.6%	96.6%	0.0%	95.1%	95.3%	+ 0.2%
96.3%	96.7%	+ 0.4%	95.6%	95.7%	+ 0.1%
95.4%	96.0%	+ 0.6%	95.0%	95.2%	+ 0.2%
93.1%	93.4%	+ 0.3%	93.9%	94.8%	+ 1.0%
93.4%	93.8%	+ 0.4%	94.6%	96.0%	+ 1.5%
95.8%	96.0%	+ 0.2%	95.1%	95.4%	+ 0.3%

Condo

By Bedroom Count	8-2019	8-2020	Change
1 Bedroom or Fewer	93.8%	93.8%	0.0%
2 Bedrooms	95.1%	95.2%	+ 0.1%
3 Bedrooms	95.9%	96.2%	+ 0.3%
4 Bedrooms or More	95.3%	95.6%	+ 0.3%
All Bedroom Counts	95.5%	95.7%	+ 0.2%

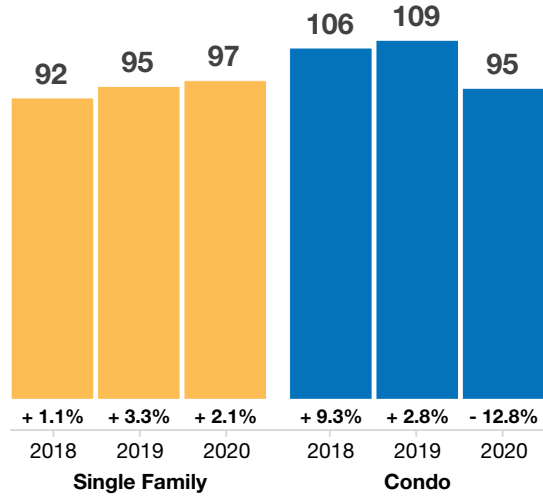
8-2019	8-2020	Change	8-2019	8-2020	Change
91.4%	93.4%	+ 2.2%	94.2%	93.9%	- 0.3%
94.6%	95.0%	+ 0.4%	95.1%	95.3%	+ 0.2%
96.3%	96.5%	+ 0.2%	95.2%	95.6%	+ 0.4%
95.3%	95.5%	+ 0.2%	94.6%	97.4%	+ 3.0%
95.8%	96.0%	+ 0.2%	95.1%	95.4%	+ 0.3%

Overall Days on Market Until Sale

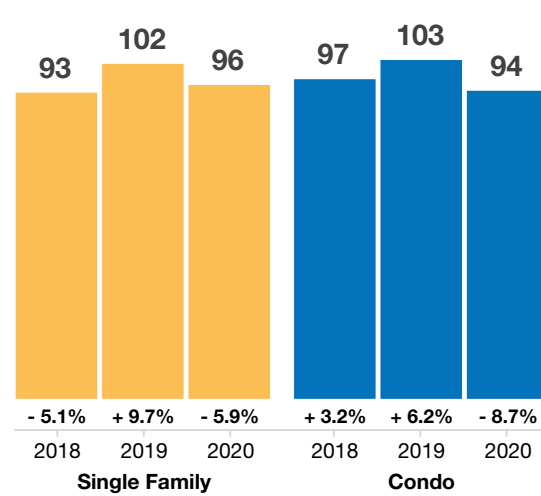
Average number of days between when a property is listed and when an offer is accepted in a given month.



August



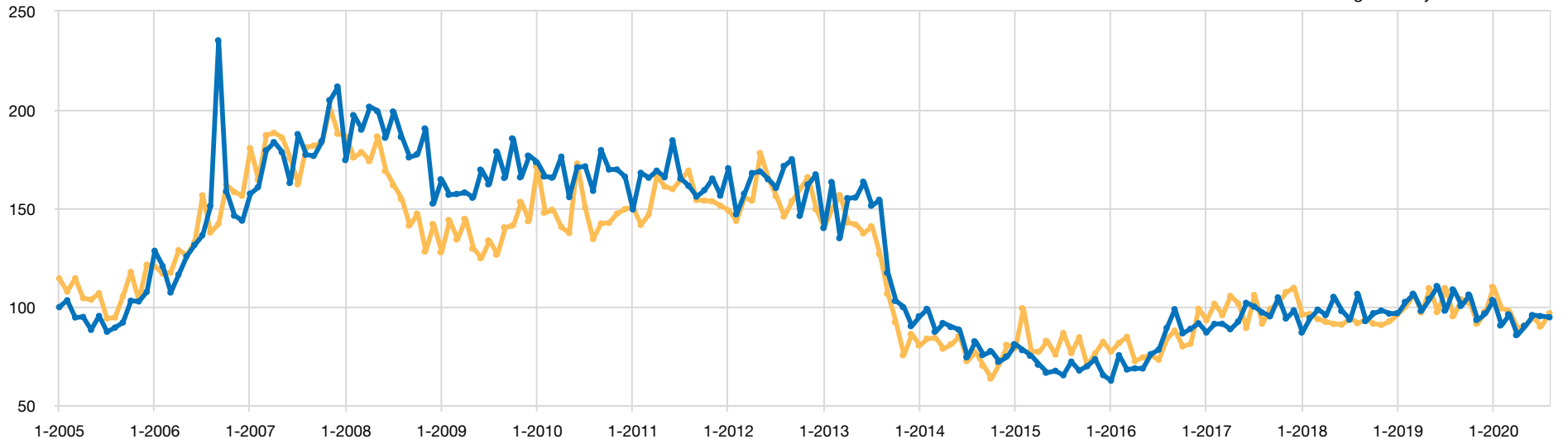
Year-to-Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	104	+ 10.6%	100	+ 7.5%
Oct-2019	102	+ 12.1%	106	+ 9.3%
Nov-2019	91	0.0%	93	- 5.1%
Dec-2019	97	+ 4.3%	96	0.0%
Jan-2020	110	+ 14.6%	103	+ 6.2%
Feb-2020	99	- 1.0%	90	- 11.8%
Mar-2020	98	- 7.5%	96	- 10.3%
Apr-2020	89	- 8.2%	86	- 12.2%
May-2020	91	- 16.5%	90	- 13.5%
Jun-2020	94	- 3.1%	96	- 12.7%
Jul-2020	90	- 17.4%	95	- 3.1%
Aug-2020	97	+ 2.1%	95	- 12.8%
12-Month Avg*	97	- 2.6%	96	- 5.6%

* Days on Market for all properties from September 2019 through August 2020. This is not the average of the individual figures above.

Overall Days on Market Until Sale by Month



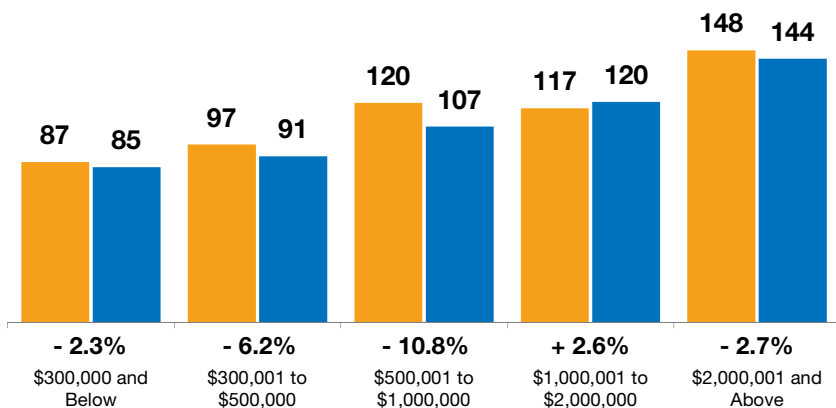
Overall Days on Market Until Sale by Price Range

Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.



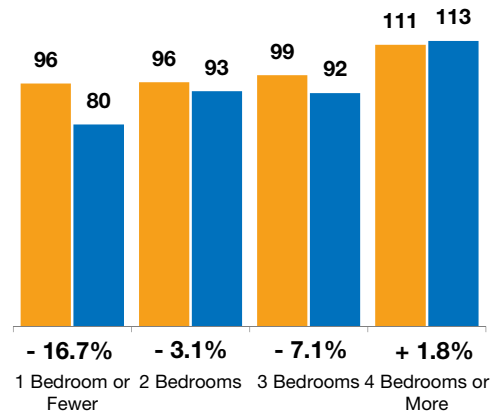
By Price Range

8-2019 8-2020



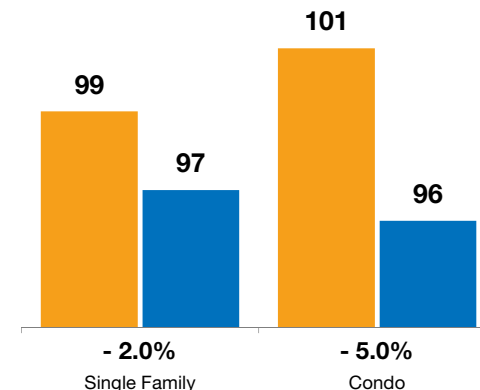
By Bedroom Count

8-2019 8-2020



By Property Type

8-2019 8-2020



All Properties

By Price Range

	8-2019	8-2020	Change
\$300,000 and Below	87	85	- 2.3%
\$300,001 to \$500,000	97	91	- 6.2%
\$500,001 to \$1,000,000	120	107	- 10.8%
\$1,000,001 to \$2,000,000	117	120	+ 2.6%
\$2,000,001 and Above	148	144	- 2.7%
All Price Ranges	100	96	- 4.0%

Single Family

	8-2019	8-2020	Change
1 Bedroom or Fewer	71	72	+ 1.4%
2 Bedrooms	95	87	- 8.4%
3 Bedrooms	115	105	- 8.7%
4 Bedrooms	118	125	+ 5.9%
4 Bedrooms or More	160	160	0.0%
All Single Family	99	97	- 2.0%

Condo

	8-2019	8-2020	Change
Single Family	94	90	- 4.3%
Condo	101	98	- 3.0%
3 Bedrooms	130	111	- 14.6%
4 Bedrooms	114	113	- 0.9%
4 Bedrooms or More	120	102	- 15.0%
All Condo	101	96	- 5.0%

By Bedroom Count

	8-2019	8-2020	Change
1 Bedroom or Fewer	96	80	- 16.7%
2 Bedrooms	96	93	- 3.1%
3 Bedrooms	99	92	- 7.1%
4 Bedrooms or More	111	113	+ 1.8%
All Bedroom Counts	100	96	- 4.0%

	8-2019	8-2020	Change
1 Bedroom or Fewer	114	125	+ 9.6%
2 Bedrooms	86	88	+ 2.3%
3 Bedrooms	95	88	- 7.4%
4 Bedrooms	111	114	+ 2.7%
All Single Family	99	97	- 2.0%

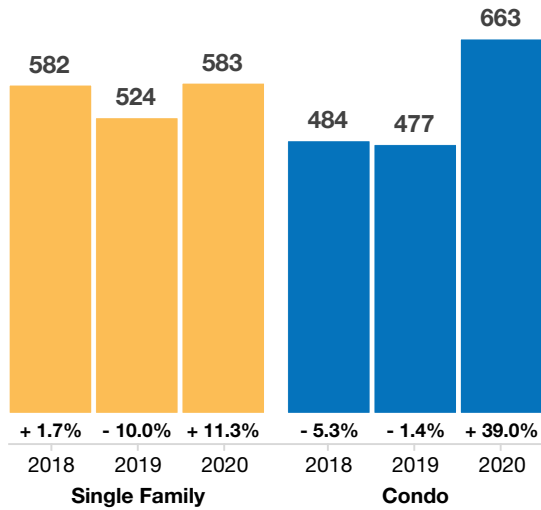
	8-2019	8-2020	Change
Single Family	93	72	- 22.4%
Condo	98	94	- 4.5%
3 Bedrooms	106	99	- 6.6%
4 Bedrooms	108	102	- 5.8%
All Condo	101	96	- 5.0%

Overall New Listings

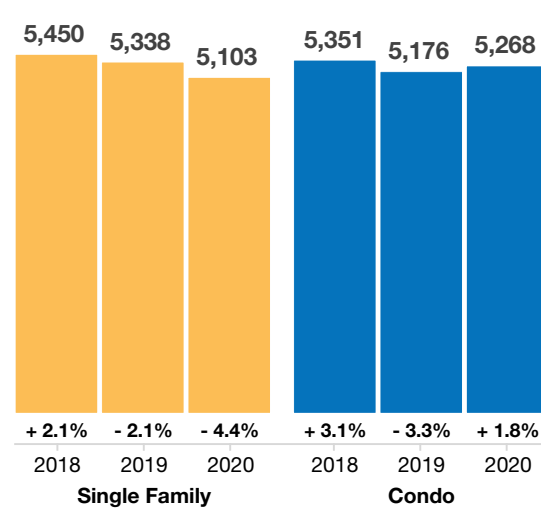
A count of the properties that have been newly listed on the market in a given month.



August

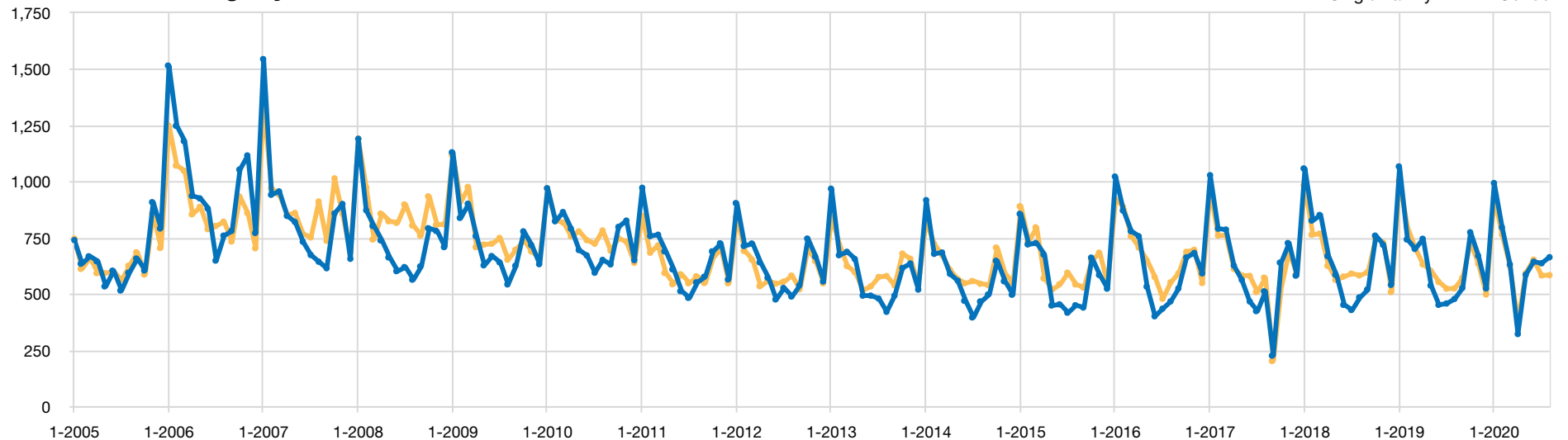


Year-to-Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	571	- 4.2%	526	+ 1.3%
Oct-2019	729	- 2.4%	774	+ 2.0%
Nov-2019	634	- 12.9%	669	- 6.8%
Dec-2019	497	- 2.2%	524	- 3.0%
Jan-2020	928	- 7.6%	993	- 6.9%
Feb-2020	764	- 4.3%	796	+ 7.3%
Mar-2020	624	- 11.1%	631	- 9.9%
Apr-2020	378	- 40.1%	321	- 56.9%
May-2020	592	- 1.8%	585	+ 8.9%
Jun-2020	652	+ 17.9%	643	+ 42.6%
Jul-2020	582	+ 11.3%	636	+ 39.2%
Aug-2020	583	+ 11.3%	663	+ 39.0%
12-Month Avg	628	- 4.8%	647	+ 0.6%

Overall New Listings by Month

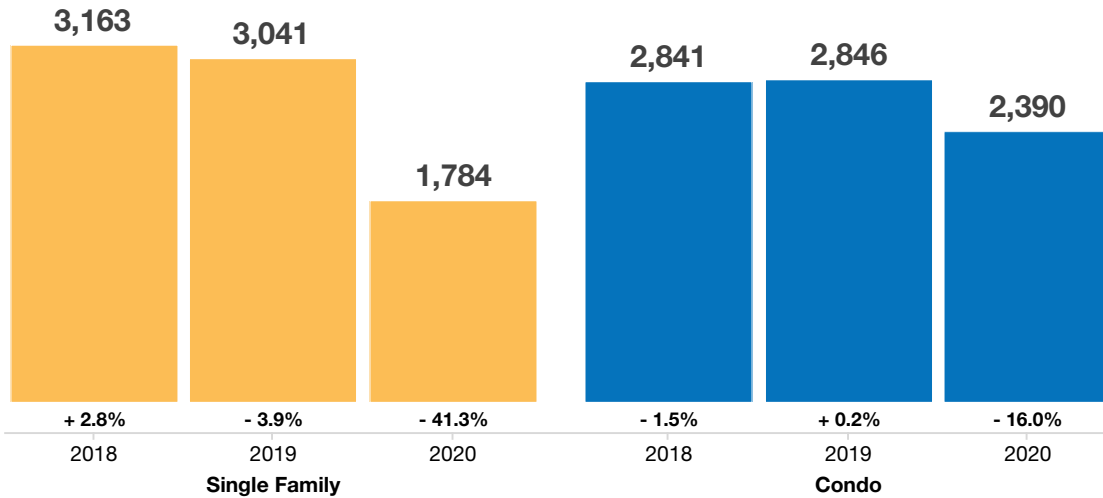


Overall Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given month.

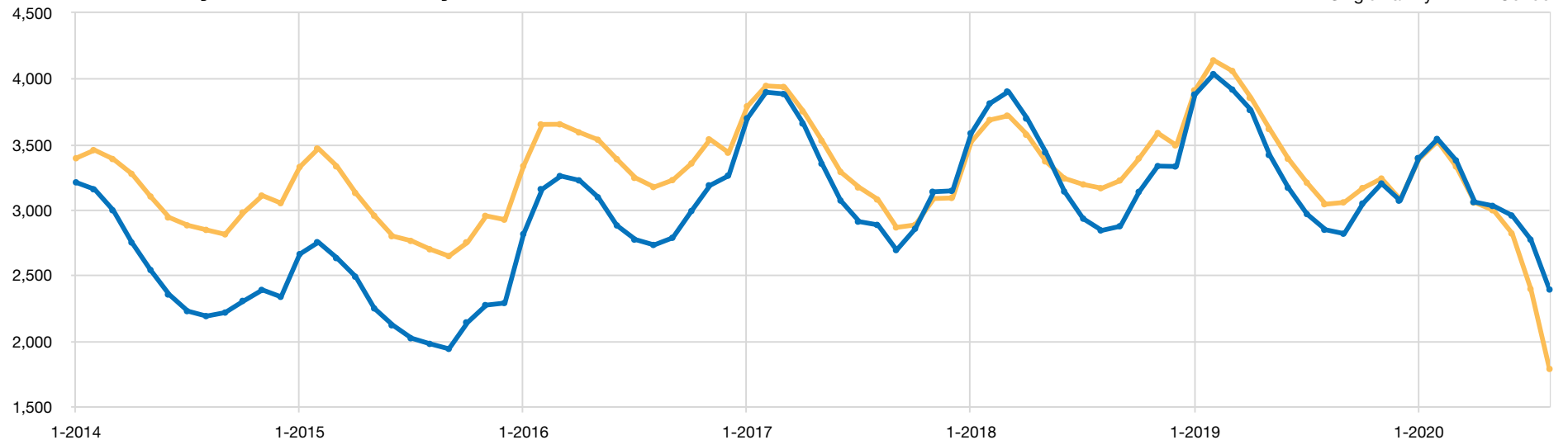


August



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	3,055	- 5.2%	2,816	- 2.0%
Oct-2019	3,164	- 6.7%	3,046	- 2.8%
Nov-2019	3,237	- 9.7%	3,199	- 4.0%
Dec-2019	3,077	- 11.8%	3,068	- 7.8%
Jan-2020	3,384	- 13.5%	3,393	- 12.5%
Feb-2020	3,522	- 14.9%	3,539	- 12.3%
Mar-2020	3,329	- 18.0%	3,375	- 13.8%
Apr-2020	3,054	- 20.7%	3,057	- 18.7%
May-2020	2,995	- 17.2%	3,028	- 11.4%
Jun-2020	2,818	- 16.8%	2,955	- 6.7%
Jul-2020	2,394	- 25.3%	2,771	- 6.6%
Aug-2020	1,784	- 41.3%	2,390	- 16.0%
12-Month Avg	2,984	- 16.5%	3,053	- 9.9%

Overall Inventory of Homes for Sale by Month



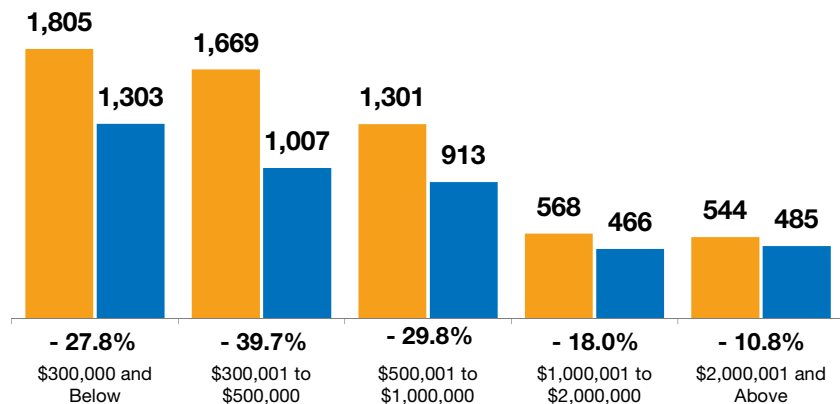
Overall Inventory of Homes for Sale by Price Range

The number of properties available for sale in active status at the end of the most recent month. Based on one month of activity.



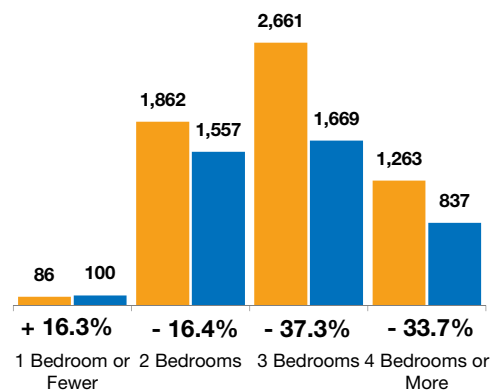
By Price Range

8-2019 8-2020



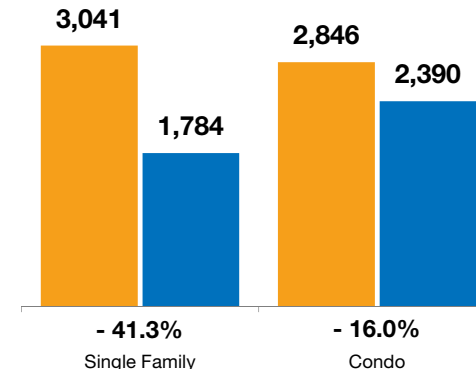
By Bedroom Count

8-2019 8-2020



By Property Type

8-2019 8-2020



All Properties

By Price Range

	8-2019	8-2020	Change
\$300,000 and Below	1,805	1,303	- 27.8%
\$300,001 to \$500,000	1,669	1,007	- 39.7%
\$500,001 to \$1,000,000	1,301	913	- 29.8%
\$1,000,001 to \$2,000,000	568	466	- 18.0%
\$2,000,001 and Above	544	485	- 10.8%
All Price Ranges	5,887	4,174	- 29.1%

Single Family

	8-2019	8-2020	Change
1 Bedroom or 2 Bedrooms Fewer	410	184	- 55.1%
3 Bedrooms	990	446	- 54.9%
4 Bedrooms or More	855	547	- 36.0%
4 Bedrooms or More	379	258	- 31.9%
4 Bedrooms or More	407	349	- 14.3%
All Single Family	3,041	1,784	- 41.3%

Condo

	8-2019	8-2020	Change
Single Family	1395	1119	- 19.8%
Condo	679	561	- 17.4%
Condo	446	366	- 17.9%
Condo	189	208	+ 10.1%
Condo	137	136	- 0.7%
All Condo	2,846	2,390	- 16.0%

By Bedroom Count

	8-2019	8-2020	Change
1 Bedroom or Fewer	86	100	+ 16.3%
2 Bedrooms	1,862	1,557	- 16.4%
3 Bedrooms	2,661	1,669	- 37.3%
4 Bedrooms or More	1,263	837	- 33.7%
All Bedroom Counts	5,887	4,174	- 29.1%

	8-2019	8-2020	Change
1 Bedroom or Fewer	16	20	+ 25.0%
2 Bedrooms	262	191	- 27.1%
3 Bedrooms	1,573	805	- 48.8%
4 Bedrooms or More	1,187	766	- 35.5%
All Single Family	3,041	1,784	- 41.3%

	8-2019	8-2020	Change
Single Family	70	80	+ 14.3%
Condo	1,600	1,366	- 14.6%
Condo	1,088	927	- 14.8%
Condo	76	71	- 6.6%
All Condo	2,846	2,390	- 16.0%

Listing and Sales Summary Report

August 2020



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Aug-20	Aug-19	% Change	Aug-20	Aug-19	% Change	Aug-20	Aug-19	% Change	Aug-20	Aug-19	% Change
Overall Naples Market*	\$399,000	\$315,000	+26.7%	1098	812	+35.2%	4,174	5,887	-29.1%	96	102	-5.9%
Collier County	\$410,000	\$328,500	+24.8%	1198	890	+34.6%	4,679	6,570	-28.8%	98	103	-4.9%
Ave Maria	\$249,000	\$285,000	-12.6%	19	15	+26.7%	76	98	-22.4%	138	98	+40.8%
Central Naples	\$279,000	\$265,000	+5.3%	137	117	+17.1%	529	751	-29.6%	96	94	+2.1%
East Naples	\$347,750	\$309,450	+12.4%	258	188	+37.2%	705	1,203	-41.4%	87	92	-5.4%
Everglades City	--	--	--	0	0	--	11	7	+57.1%	--	--	--
Immokalee	\$214,450	\$216,900	-1.1%	4	1	+300.0%	14	38	-63.2%	14	0	--
Immokalee / Ave Maria	\$243,081	\$281,500	-13.6%	23	16	+43.8%	90	136	-33.8%	117	92	+27.2%
Naples	\$400,000	\$315,500	+26.8%	1073	796	+34.8%	4,085	5,750	-29.0%	95	102	-6.9%
Naples Beach	\$850,000	\$646,000	+31.6%	171	107	+59.8%	1,075	1,257	-14.5%	115	127	-9.4%
North Naples	\$501,875	\$350,500	+43.2%	346	244	+41.8%	1,019	1,577	-35.4%	89	113	-21.2%
South Naples	\$292,500	\$249,000	+17.5%	163	140	+16.4%	756	963	-21.5%	99	84	+17.9%
34102	\$1,200,000	\$735,000	+63.3%	44	29	+51.7%	364	425	-14.4%	123	202	-39.1%
34103	\$803,500	\$798,500	+0.6%	50	32	+56.3%	325	337	-3.6%	123	96	+28.1%
34104	\$223,000	\$252,500	-11.7%	60	64	-6.3%	238	322	-26.1%	94	83	+13.3%
34105	\$400,000	\$260,000	+53.8%	50	33	+51.5%	238	310	-23.2%	126	118	+6.8%
34108	\$712,000	\$582,500	+22.2%	77	46	+67.4%	386	495	-22.0%	106	103	+2.9%
34109	\$350,000	\$310,000	+12.9%	61	57	+7.0%	228	349	-34.7%	74	131	-43.5%
34110	\$1,200,000	\$319,000	+276.2%	167	83	+101.2%	448	609	-26.4%	96	106	-9.4%
34112	\$220,000	\$202,500	+8.6%	71	77	-7.8%	362	435	-16.8%	87	86	+1.2%
34113	\$350,000	\$325,000	+7.7%	92	63	+46.0%	394	528	-25.4%	109	81	+34.6%
34114	\$406,000	\$314,000	+29.3%	96	71	+35.2%	369	518	-28.8%	126	127	-0.8%
34116	\$279,000	\$295,000	-5.4%	27	20	+35.0%	53	119	-55.5%	43	88	-51.1%
34117	\$323,500	\$299,000	+8.2%	16	37	-56.8%	62	135	-54.1%	42	48	-12.5%
34119	\$437,500	\$395,000	+10.8%	118	104	+13.5%	343	618	-44.5%	89	109	-18.3%
34120	\$334,950	\$309,450	+8.2%	146	80	+82.5%	274	550	-50.2%	67	82	-18.3%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$243,081	\$281,500	-13.6%	23	16	+43.8%	90	136	-33.8%	117	92	+27.2%

* Overall Naples Market is defined as Collier County, excluding Marco Island.

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Naples Beach

34102, 34103, 34108

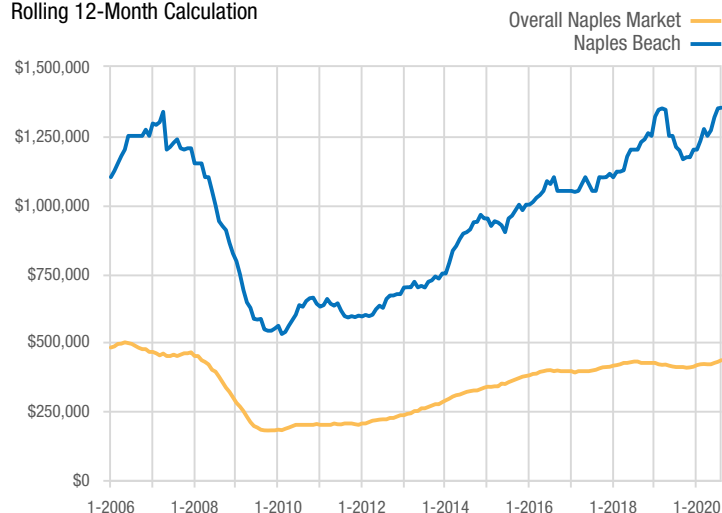
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	51	84	+ 64.7%	772	794	+ 2.8%
Closed Sales	45	83	+ 84.4%	528	570	+ 8.0%
Days on Market Until Sale	139	105	- 24.5%	125	121	- 3.2%
Median Closed Price*	\$570,000	\$1,037,500	+ 82.0%	\$1,200,000	\$1,490,000	+ 24.2%
Average Closed Price*	\$1,725,783	\$1,854,107	+ 7.4%	\$2,286,361	\$2,327,915	+ 1.8%
Percent of Current List Price Received*	92.8%	94.7%	+ 2.0%	93.9%	93.7%	- 0.2%
Inventory of Homes for Sale	515	402	- 21.9%	-	-	-
Months Supply of Inventory	9.0	6.4	- 28.9%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	93	117	+ 25.8%	1,182	1,238	+ 4.7%
Closed Sales	62	88	+ 41.9%	790	791	+ 0.1%
Days on Market Until Sale	118	125	+ 5.9%	113	110	- 2.7%
Median Closed Price*	\$694,500	\$655,000	- 5.7%	\$707,500	\$685,000	- 3.2%
Average Closed Price*	\$965,918	\$1,231,056	+ 27.4%	\$1,079,109	\$1,022,495	- 5.2%
Percent of Current List Price Received*	94.1%	94.2%	+ 0.1%	94.5%	94.4%	- 0.1%
Inventory of Homes for Sale	742	673	- 9.3%	-	-	-
Months Supply of Inventory	8.5	7.5	- 11.8%	-	-	-

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

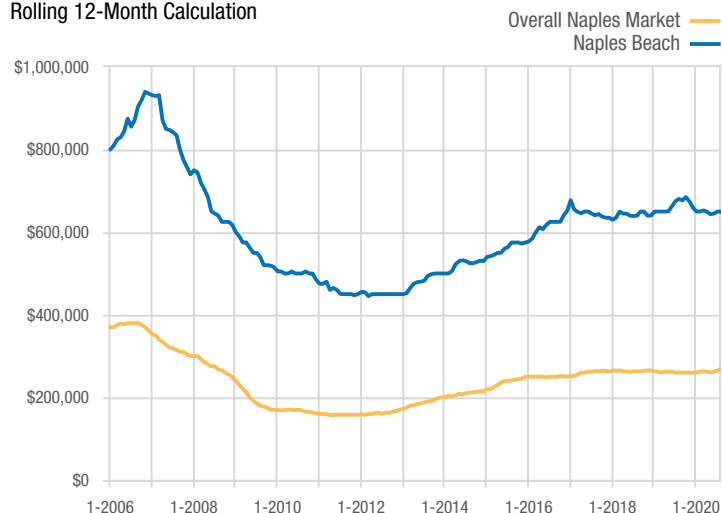
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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North Naples

34109, 34110, 34119

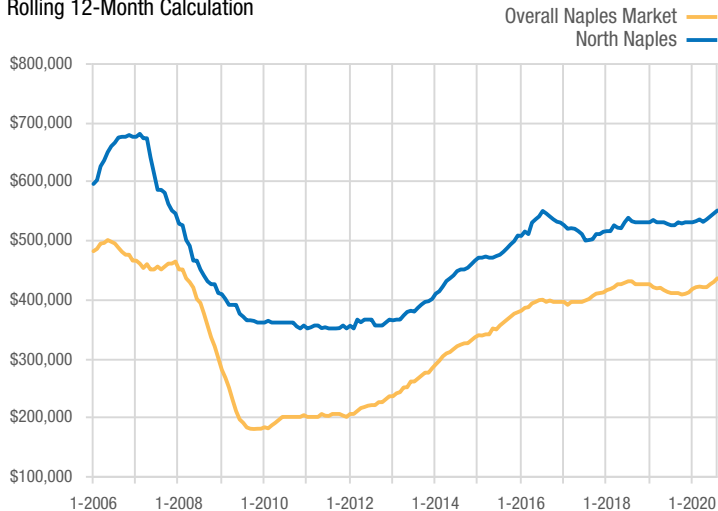
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	130	133	+ 2.3%	1,365	1,248	- 8.6%
Closed Sales	111	144	+ 29.7%	879	926	+ 5.3%
Days on Market Until Sale	108	99	- 8.3%	106	94	- 11.3%
Median Closed Price*	\$500,000	\$572,500	+ 14.5%	\$525,000	\$557,500	+ 6.2%
Average Closed Price*	\$706,473	\$837,973	+ 18.6%	\$721,249	\$766,199	+ 6.2%
Percent of Current List Price Received*	95.1%	95.6%	+ 0.5%	95.1%	95.6%	+ 0.5%
Inventory of Homes for Sale	807	426	- 47.2%	-	-	-
Months Supply of Inventory	7.8	3.8	- 51.3%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	143	213	+ 49.0%	1,438	1,441	+ 0.2%
Closed Sales	133	202	+ 51.9%	970	1,031	+ 6.3%
Days on Market Until Sale	117	83	- 29.1%	104	88	- 15.4%
Median Closed Price*	\$252,500	\$383,000	+ 51.7%	\$268,000	\$275,000	+ 2.6%
Average Closed Price*	\$314,483	\$961,599	+ 205.8%	\$347,438	\$485,659	+ 39.8%
Percent of Current List Price Received*	95.5%	97.4%	+ 2.0%	95.4%	96.0%	+ 0.6%
Inventory of Homes for Sale	770	593	- 23.0%	-	-	-
Months Supply of Inventory	6.9	4.8	- 30.4%	-	-	-

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

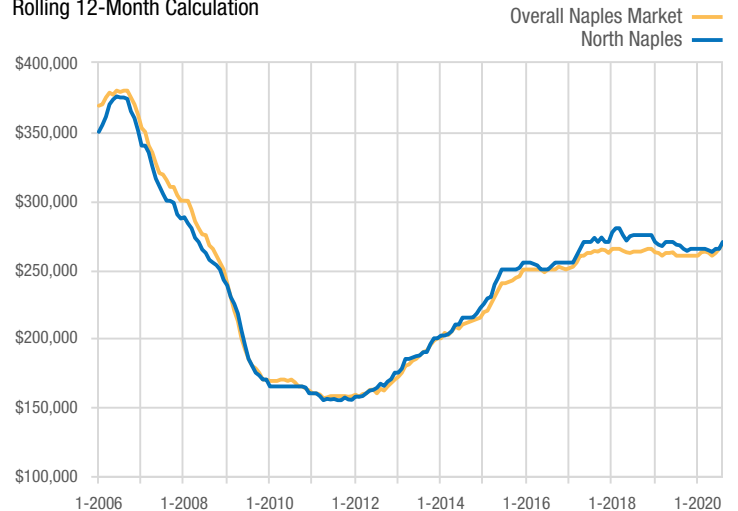
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Central Naples

34104, 34105, 34116

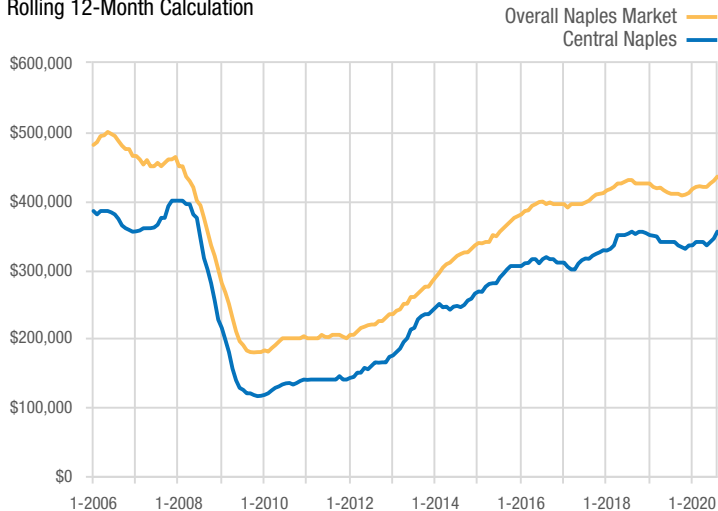
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	78	68	- 12.8%	751	623	- 17.0%
Closed Sales	54	72	+ 33.3%	490	491	+ 0.2%
Days on Market Until Sale	93	90	- 3.2%	90	91	+ 1.1%
Median Closed Price*	\$333,750	\$388,825	+ 16.5%	\$331,250	\$360,000	+ 8.7%
Average Closed Price*	\$518,015	\$498,728	- 3.7%	\$517,663	\$572,106	+ 10.5%
Percent of Current List Price Received*	95.8%	96.4%	+ 0.6%	96.2%	96.1%	- 0.1%
Inventory of Homes for Sale	394	197	- 50.0%	-	-	-
Months Supply of Inventory	6.7	3.3	- 50.7%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	76	110	+ 44.7%	745	786	+ 5.5%
Closed Sales	63	65	+ 3.2%	575	481	- 16.3%
Days on Market Until Sale	94	102	+ 8.5%	95	83	- 12.6%
Median Closed Price*	\$200,000	\$188,500	- 5.8%	\$187,000	\$190,000	+ 1.6%
Average Closed Price*	\$200,459	\$202,186	+ 0.9%	\$214,361	\$211,868	- 1.2%
Percent of Current List Price Received*	95.4%	95.0%	- 0.4%	95.3%	95.0%	- 0.3%
Inventory of Homes for Sale	357	332	- 7.0%	-	-	-
Months Supply of Inventory	5.3	5.6	+ 5.7%	-	-	-

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

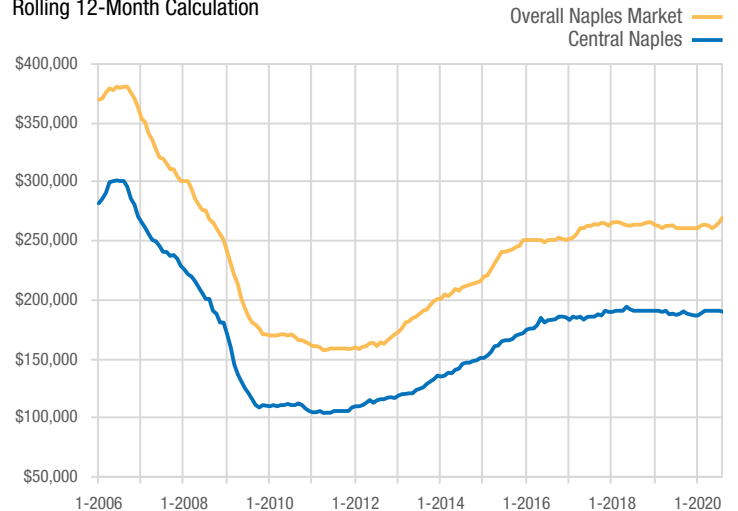
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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South Naples

34112, 34113

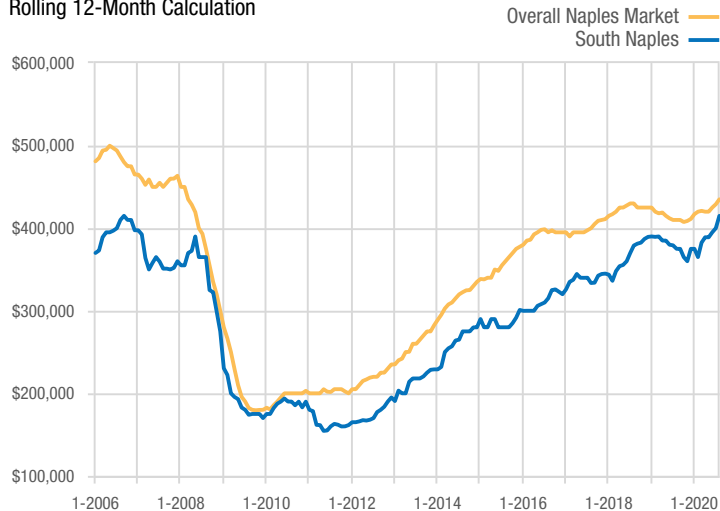
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	55	73	+ 32.7%	670	660	- 1.5%
Closed Sales	54	68	+ 25.9%	405	426	+ 5.2%
Days on Market Until Sale	74	130	+ 75.7%	93	95	+ 2.2%
Median Closed Price*	\$376,250	\$476,500	+ 26.6%	\$360,000	\$415,250	+ 15.3%
Average Closed Price*	\$471,119	\$692,056	+ 46.9%	\$460,403	\$548,488	+ 19.1%
Percent of Current List Price Received*	96.5%	96.1%	- 0.4%	95.3%	95.4%	+ 0.1%
Inventory of Homes for Sale	352	259	- 26.4%	-	-	-
Months Supply of Inventory	7.7	5.0	- 35.1%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	101	136	+ 34.7%	1,182	1,123	- 5.0%
Closed Sales	86	95	+ 10.5%	788	752	- 4.6%
Days on Market Until Sale	90	78	- 13.3%	97	92	- 5.2%
Median Closed Price*	\$182,500	\$210,000	+ 15.1%	\$200,000	\$220,000	+ 10.0%
Average Closed Price*	\$213,146	\$228,946	+ 7.4%	\$233,111	\$251,450	+ 7.9%
Percent of Current List Price Received*	95.1%	95.6%	+ 0.5%	95.0%	95.4%	+ 0.4%
Inventory of Homes for Sale	611	497	- 18.7%	-	-	-
Months Supply of Inventory	6.9	5.4	- 21.7%	-	-	-

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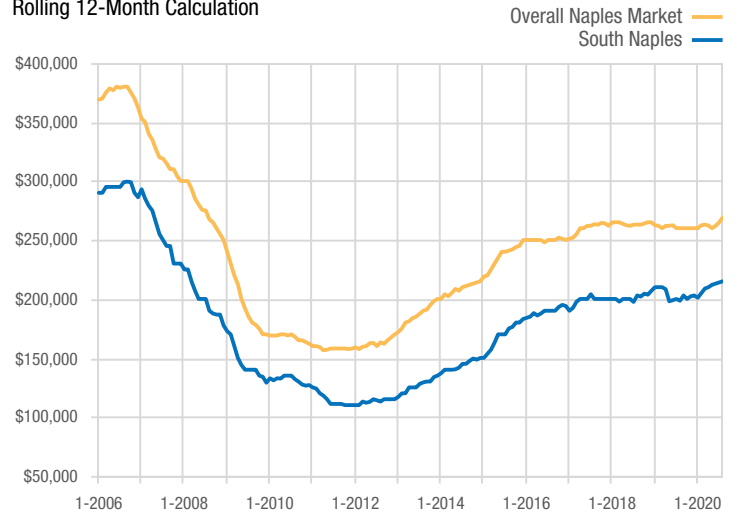
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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East Naples

34114, 34117, 34120, 34137

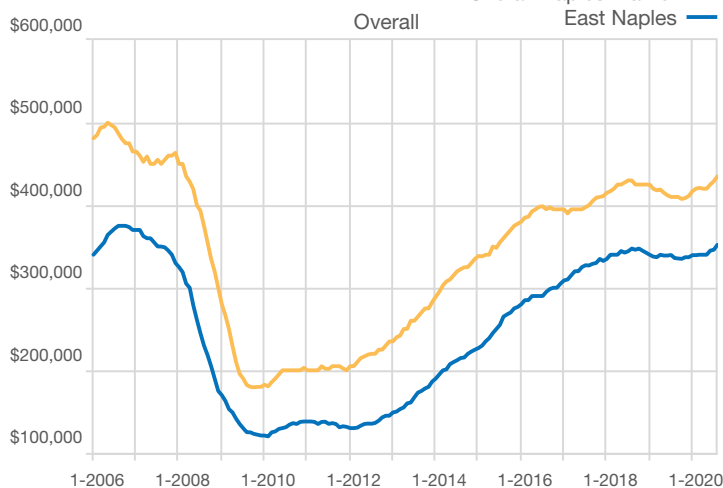
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	181	191	+ 5.5%	1,580	1,609	+ 1.8%
Closed Sales	142	198	+ 39.4%	1,155	1,289	+ 11.6%
Days on Market Until Sale	81	83	+ 2.5%	97	88	- 9.3%
Median Closed Price*	\$323,000	\$381,500	+ 18.1%	\$337,000	\$360,000	+ 6.8%
Average Closed Price*	\$382,773	\$444,705	+ 16.2%	\$404,704	\$424,976	+ 5.0%
Percent of Current List Price Received*	97.1%	97.9%	+ 0.8%	97.0%	97.3%	+ 0.3%
Inventory of Homes for Sale	852	433	- 49.2%	-	-	-
Months Supply of Inventory	6.4	2.9	- 54.7%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	62	82	+ 32.3%	605	644	+ 6.4%
Total Sales	46	60	+ 30.4%	450	453	+ 0.7%
Days on Market Until Sale	127	102	- 19.7%	102	94	- 7.8%
Median Closed Price*	\$259,000	\$290,000	+ 12.0%	\$268,950	\$279,900	+ 4.1%
Average Closed Price*	\$271,265	\$289,212	+ 6.6%	\$275,808	\$281,294	+ 2.0%
Percent of Current List Price Received*	96.0%	96.1%	+ 0.1%	95.7%	96.0%	+ 0.3%
Inventory of Homes for Sale	351	272	- 22.5%	-	-	-
Months Supply of Inventory	6.8	5.1	- 25.0%	-	-	-

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

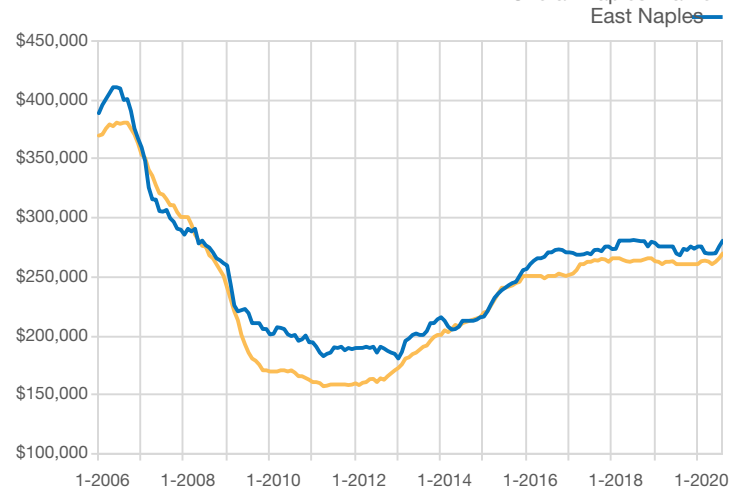
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Local Market Update – August 2020

A Research Tool Provided by Naples Area Board of REALTORS®



Immokalee / Ave Maria

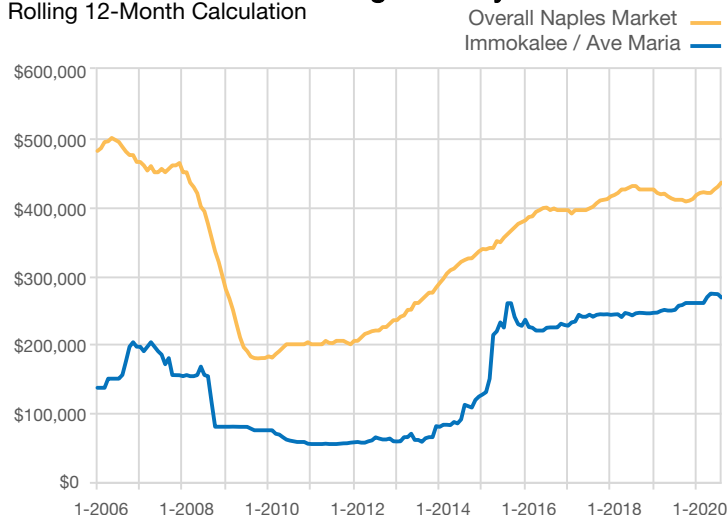
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	29	34	+ 17.2%	200	169	- 15.5%
Closed Sales	15	18	+ 20.0%	103	113	+ 9.7%
Days on Market Until Sale	88	96	+ 9.1%	94	94	0.0%
Median Closed Price*	\$285,000	\$296,500	+ 4.0%	\$260,000	\$273,500	+ 5.2%
Average Closed Price*	\$320,113	\$295,966	- 7.5%	\$272,928	\$281,215	+ 3.0%
Percent of Current List Price Received*	97.0%	97.2%	+ 0.2%	96.8%	97.2%	+ 0.4%
Inventory of Homes for Sale	121	67	- 44.6%	-	-	-
Months Supply of Inventory	9.2	4.9	- 46.7%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
Key Metrics						
New Listings	2	5	+ 150.0%	24	36	+ 50.0%
Closed Sales	1	5	+ 400.0%	11	15	+ 36.4%
Days on Market Until Sale	155	192	+ 23.9%	199	133	- 33.2%
Median Closed Price*	\$187,000	\$229,604	+ 22.8%	\$200,000	\$240,000	+ 20.0%
Average Closed Price*	\$187,000	\$222,721	+ 19.1%	\$207,584	\$239,421	+ 15.3%
Percent of Current List Price Received*	96.3%	97.6%	+ 1.3%	97.5%	96.5%	- 1.0%
Inventory of Homes for Sale	15	23	+ 53.3%	-	-	-
Months Supply of Inventory	8.8	8.3	- 5.7%	-	-	-

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

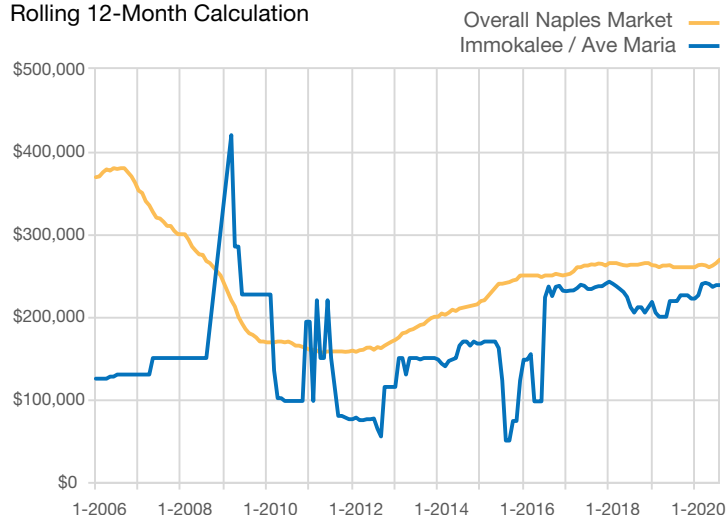
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.